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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/894,508	06/28/2001	Arturo A. Rodriguez	A-7371	7438
SCIENTIFIC-ATLANTA, INC. INTELLECTUAL PROPERTY DEPT. MS 4.3.518			EXAMINER	
			HAQ, NAEEM U	
5030 SUGARLOAF PARKWAY LAWRENCEVILLE, GA 30044			ART UNIT	PAPER NUMBER
			3625	
			MAIL DATE	DELIVERY MODE
			06/13/2008	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

	Application No.	Applicant(s)		
	09/894,508	RODRIGUEZ ET AL.		
Office Action Summary	Examiner	Art Unit		
	Naeem Haq	3625		
The MAILING DATE of this communication app Period for Reply	pears on the cover sheet with the c	orrespondence address		
A SHORTENED STATUTORY PERIOD FOR REPLY WHICHEVER IS LONGER, FROM THE MAILING DOWN THE MAILING DOWN THE MAILING DOWN THE MAILING DOWN THE MERICAL STATE AND	ATE OF THIS COMMUNICATION 36(a). In no event, however, may a reply be tir will apply and will expire SIX (6) MONTHS from the cause the application to become ABANDONE	N. mely filed the mailing date of this communication. ED (35 U.S.C. § 133).		
Status				
Responsive to communication(s) filed on 31 M     This action is <b>FINAL</b> . 2b) ☐ This     Since this application is in condition for alloware closed in accordance with the practice under E	action is non-final. nce except for formal matters, pro			
Disposition of Claims				
4) ☐ Claim(s) 1,3,7 and 10-61 is/are pending in the 4a) Of the above claim(s) 40-61 is/are withdraw 5) ☐ Claim(s) is/are allowed. 6) ☐ Claim(s) 1,3,7 and 10-39 is/are rejected. 7) ☐ Claim(s) is/are objected to. 8) ☐ Claim(s) are subject to restriction and/o	vn from consideration.			
Application Papers				
9) The specification is objected to by the Examine 10) The drawing(s) filed on is/are: a) accomplicant may not request that any objection to the Replacement drawing sheet(s) including the correct 11) The oath or declaration is objected to by the Examine	epted or b) objected to by the drawing(s) be held in abeyance. Se ion is required if the drawing(s) is ob	e 37 CFR 1.85(a). jected to. See 37 CFR 1.121(d).		
Priority under 35 U.S.C. § 119				
<ul> <li>12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).</li> <li>a) All b) Some * c) None of:</li> <li>1. Certified copies of the priority documents have been received.</li> <li>2. Certified copies of the priority documents have been received in Application No</li> <li>3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).</li> <li>* See the attached detailed Office action for a list of the certified copies not received.</li> </ul>				
Attachment(s)  1) Notice of References Cited (PTO-892)  2) Notice of Draftsperson's Patent Drawing Review (PTO-948)  3) Information Disclosure Statement(s) (PTO/SB/08)  Paper No(s)/Mail Date	4)  Interview Summary Paper No(s)/Mail D 5)  Notice of Informal F 6)  Other:	ate		

### **DETAILED ACTION**

### Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on March 31, 2008 has been entered.

## Response to Amendment

This action is in response to the Applicant's amendment filed on March 31, 2008.

Claims 40-61 have been withdrawn. Claims 1, 3, 7, 10-39 will be considered for examination.

# Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Application/Control Number: 09/894,508 Page 3

Art Unit: 3625

Claims 1, 3, 7, and 10-39 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hartman et al. (US 5,960,411) ("Hartman") in view of Jacobi et al. (US 6,064,980) ("Jacobi").

Hartman teaches a method in a media service system for transaction configuration, the method comprising the steps of: selecting by a user of at least one transaction configuration option from among a plurality of transaction configuration options presented to the user, wherein each transaction configuration option defines one or more actions that take place during the purchase of an item or service when the user utilizes at least one client device to complete a purchase; and implementing at least one transaction process responsive to the user indicating a desire to purchase an item or service utilizing the at least one client device from among a plurality of transaction processes comprising pre-configured transaction processes and user defined transaction processes, wherein at least one user defined transaction process comprises the user selected at least one transaction configuration option, wherein at least one transaction configuration option comprises a single execution transaction option that enables the user to initiate and complete an entire purchase in one execution (col. 3, lines 46-66; col. 4, lines 24-38). Hartman does not teach that the administrator enables the selection of the transaction configuration or that the configuration options are presented to the user by the administrator. However, Jacobi teaches that a system administrator can control services in a computer network for ecommerce (claims 6, 13, and 20). Therefore it would have been obvious to one of ordinary skill in the art, at the time the invention was made, to incorporate the teaching

of Jacobi into the invention of Hartman. One of ordinary skill in the art would have been motivated to do so in order to allow the system administrator to exert some control over the system and applications of Hartman.

# Response to Arguments

Applicant's arguments have been considered but are moot in view of the new ground(s) of rejection.

### Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Naeem Haq whose telephone number is (571)-272-6758. The examiner can normally be reached on M-F 8:00am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on (571)-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Application/Control Number: 09/894,508 Page 5

Art Unit: 3625

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Naeem Haq/ Primary Examiner, Art Unit 3625

June 9, 2008